

**2021 Action Plan Template**

## **Action Planning Activities**

### **Identify the Problems and Set Goals**

Describes the people and communities most impacted by bicyclist and pedestrian crashes in your community, where these crashes tend to occur, what contributes to the crashes, and what can be done to address them.

### **Develop Coalitions and Partnerships**

Describes the members of your core Watch for Me NC (WFM) coalition, including what skills or resources the members bring to the program, and the additional partners that coalition members can work with to enhance the impact and reach of the program.

### **Plan Key Event(s) and Roll out the Program**

Describes those key events and future opportunities to roll out your WFM program. This activity also details how members of the coalition and its partners will (re-)introduce WFM to the media and the public.

### **Plan for Public Engagement**

Describes how WFM coalition members and partners will engage different audiences, be they motorists, school children, pedestrians, or bicyclists. Details of this activity include where the coalition and its partners will interact with members of the public and the media, as well as how the team can use social media to broadcast program activity and spread messages about positive road user interactions.

### **Plan Enforcement Operations**

Describes how members of law enforcement decide where to conduct enforcement operations, as well as how they will track and report enforcement events, including relaying field observations to other WFM coalition members.

### **Coordinate with Plans and Policies**

Describes how WFM program activities can support existing bicycle and pedestrian plans and policies and identifies the decision-makers who can make changes to pedestrian and bicycle policies if needed.

### **Sustain the Effort**

Describes efforts to make decision-makers aware of the positive community impacts of WFM, potential challenges that could prevent your community from doing this work in the future, opportunities that exist outside of NCDOT to keep the program going, and how to prepare for turnover among coalition members and partners.

## **Action Planning Activities**

| **Activity** | **Who** should be involved in this activity? **Who** beyond the coalition should you reach out to?**Who** has skills or resources that can help improve bicyclist and pedestrian safety? | **What** resources (data, staff time, equipment, materials) would help you do this activity better?**What** opportunities exist to engage the media and the public? | **When** will you start this activity? **When** will you check it to see how your WFM program is going?  | **Where** will you do this activity and why there as opposed to elsewhere?  | **How** will you do this activity?**How** often will you do this activity? **How** does this activity work with other events or programs going on in your community? |
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## **Develop Coalitions and Partnerships**

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| **Name** | **Agency/Organization** | **Email address** | **Phone number** |
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